

ABSTRACT OF THE DISCLOSURE

The present invention provides a system and method for visually building multi-channel and multi-modal applications. The system 100 includes a process design module 12 for designing application workflow, an integration design module 14 for integrating data sources into the application; a presentation design module 16 for designing application views; a media library 18; and a componentization module 20, for packaging designed workflow into reusable components. The system 100 further includes an interactive development/design environment (IDE) 500. The IDE 500 provides a graphical user interface for allowing a developer to visually interact with and operate modules 12 – 20. The system 100 allows a developer to design a single application that can operate across multiple network standards, devices, browsers and languages, and that operate in one or more modes, such as real-time, off-line and asynchronous modes.